REMARKS

The present application has been amended in response to the Examiner's Office Action to

place the application in condition for allowance. Applicant, by the amendments presented above,

has made a concerted effort to present claims which clearly define over the prior art of record,

and thus to place this case in condition for allowance.

Regarding page 2 and Examiner's two specific objections, Applicant attaches four

printouts marked A, B, C and D, produced by a Google search which shows this kind of product

to be known. As it appears to be referred to as a "mirror TV", the above expression has been

inserted into Claim 1 to replace "the mirror vision principle". Regarding the Examiner's

objection to "the media type", this has been replaced in Claim 1 by "said visual display device".

Also in Claim 1, the opening words "A heating radiator or heated towel rail.." have been

amended to "A heating device, such as a radiator or towel rail...", with all the opening wording

of all the sub-claims amended to "A heating device...". Consistory amendments have been

effected to Claims 2-20.

It is noted that Examiner raised no '102 objections, but only '103 objections.

Considering WO 03/081905, Applicant's Claim 1 is directed to a heating device, either in

the form of a (space) heating radiator, or a towel rail which doubles as a towel drying/airing

device and as a space heating device.

WO 03/081905 is not a heating device of any form, but relates to a TV, inset into a

bathroom wall, and is concerned with the safe supply of power in a moisture laden atmosphere.

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The Examiner refers to paragraph 13 of WO 03-081905, but this refers to the heating of the TV

to dissuade condensation, and is not a (space) heating device.

JP 02285172 similarly does not disclose a heating device, but a TV inset into a bathroom

wall (see Figs 1, 3 and 6) and proposes dual use (TV/mirror) on limited wall space.

US 5210611 is similarly not concerned with a (space) heating device, but rather relates to

auto tuning.

Applicant's heating device and integrated TV/mirror offers the possibility of upgrading a

bathroom, particularly multiple hotel bathrooms, at minimum installation cost - with WO

03/081905 and JP02285172, the wall must be excavated and then made good with possible re-

tiling and/or re-decorating.

In contrast, Applicant's heating device - considered for example in the tubular

embodiment for the through flow of hot water - can be supplied in industry-standard lengths e.g.

4ft, 6ft etc so that a plumber may simply remove an ordinary central heating radiator or an

ordinary towel rail of standard 4ft, 6ft etc length, and install one of Applicants, using the same

water inlet and outlet connectors, to provide a TV facility to a bathroom, without the need to

excavate a wall and make good afterwards, with minimal installation time, such that bathroom

may be back in use in the minimal time, which is of considerable interest to hotel owners, and

furthermore, just like an inset TV (in contrast to a free-standing TV) Applicant's TV is virtually

theft proof, which is a not insignificant consideration for hotels, sports clubs etc and other

buildings to which the general public has access.

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It is submitted that neither WO 03/081905, or JP02285172, or US5210611 taken

singularly or together disclose or suggest the integration of a TV into a utility heating item such

as a radiator or lowel rail, with the minimal installation costs and disruption outlined above, and

consequently Claim 1, amended to remove the deficiencies pointed out by the Examiner, should

be found patentable, together with the appended sub-claims.

In view of the above remarks, Applicant respectfully submits that the claims of the

present application should be allowed. Should the present claims not be deemed adequate to

effectively define the patentable subject matter, the Examiner is respectfully urged to call the

undersigned attorney of record to discuss the claims in an effort to reach an agreement toward

allowance of the present application.

Respectfully submitted,

Date: January 19, 2010\_

Richard A. Giangiorgi, Reg. No. 24, 284

James R. Foley, Reg. No. 39,979 Trexler, Bushnell, Giangiorgi,

Blackstone & Marr, Ltd. 105 W. Adams St., 36th Floor

Chicago, IL 60603 Tel.: (312) 704-1890

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Page 8

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The LCD TV has an option to add external sound.

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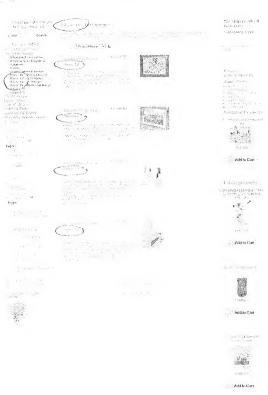
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